



List of Required Documents 2017-2018

Experimental Stream – Commercial Projects Pilot Program (C3P) – Production

Step 1:

The Canada Media Fund (CMF) accepts applications exclusively through an online platform. Go to the [Apply](#) page on Telefilm Canada's website to log in to your account or to create an account on the platform. Allow for at least two business days before the deadline date to create your account.

Step 2:

Fill out the application form online.

Step 3:

Submit each document listed below, individually, according to the nomenclature indicated on the last page of this list. Make sure that documents are created using common office software. Do not submit documents in a zip or rar file or via a document sharing site. Also ensure that each document does not exceed a maximum of 20 MB. Videos must be submitted via hyperlinks to a video sharing website. For ease of reading, do not add a cover sheet or a busy background to your documents. Use a font of at least 10 points and respect the page limit. Documents not required or too long will not be read.

Step 4:

Make sure all documentation has been uploaded and submit your application online. Only the submitted documents will be evaluated. The CMF and Telefilm Canada will not contact you prior to the decision for more information, documents or support material.

Required Documents

TEAM

1) Team Description (max. 5 pages)

Describe the experience and achievements of the studio including commercial success of previous projects, whether they were funded or not by the CMF. Also describe the experience and achievements of the management, creative and technical staff as well as those of the marketing, promotion and sales staff. Demonstrate the complementarity of staff expertise as well the team's cohesiveness and ability to work together.

2) Curriculum Vitae (max. 3 pages each)

Submit a curriculum vitae for each key staff member describing job history, training, certifications, and awards and nominations received.

3) Certificate of Incorporation of the Applicant

"Applicant" means the company or corporation making the application. If you are applying on behalf of a company that is not yet incorporated, do not submit anything at this point.

4) Directors and Shareholders Form

You must use the template available on the CMF website. Submit a form for the applicant and, if applicable, for the co-applicant, your parent companies or any other shareholder that is a company. If you are applying on behalf of a company that is not yet incorporated, submit a list of the future directors and shareholders.

POTENTIAL FOR COMMERCIAL SUCCESS AND INNOVATION

5) Project Summary (max. 1 page)

Summarize points 7, 14 and 15 of this list.

6) History and Confirmation of Non-convergence (max. 1 page)

Indicate which entity or person holds the rights to the project. Confirm also that the proposed project is not linked to a television or film project, i.e. that the proposal is not convergent with such a project.

7) Description of content and form (max. 15 pages)

Describe the project with respect to its content and form. Demonstrate how design elements maximize audience reach and retention. Discuss also user experience and interactivity. Indicate whether the framework of the project incorporates the development and/or integration of innovative technologies. Indicate whether it offers any potential legacy to the industry (cultural, audio-visual or digital media).

8) Support Material

You are required to submit the product's prototype. In addition, you may submit screenshots, videos or mock-ups to support your proposal. Videos must be submitted via hyperlinks to a video sharing website. The platform allows you to submit hyperlinks directly with a password. Hyperlinks must be functional for at least five months from the date of submission of the application.

FINANCIAL VIABILITY

9) Budget

You must use the C3P Production budget template available on the CMF website.

10) Cash Flow

You must use the template available on CMF's website. The cash flow should include only inflows and outflows for the duration of the project in its Production phase. The CMF payment schedule is: 45% upon full execution and receipt of the agreement between the applicant and the CMF, 35% upon receipt and approval of the beta version documentation and 20% upon receipt and approval of closing documentation for the project. However, at its sole discretion, the CMF may set different percentages on a case-by-case basis.

11) Financing Commitment Letters or Agreements / Co-production Agreement

The financial structure must be entered online in the application form. For all sources of funding indicated in the financial structure, submit the corresponding commitment letters or agreements. If your project is a co-production, submit the co-production or joint venture agreement describing, notably, the split of financing, revenues, and rights and responsibilities between the parties.

12) Description of the Applicant's Financial Stability (max. 1/2 page)

Describe your financial situation and explain how you are equipped from a financial perspective to carry out the project in light of the project's scope and your current operating costs.

13) Financial Statements

Submit your financial statements for the last three years and, if applicable, for the co-applicant and your parent companies. If you are applying on behalf of a company that is not yet incorporated, you may submit account statements or a preliminary balance sheet.

14) Revenue Model Description (max. 5 pages)

Describe the revenue model for the project, i.e. how you will monetize it. Also present a profitability analysis (that shows the point at which total project costs will equal total revenues) as well as an analysis of the expected return on CMF investment (rate of profit in relation to the amount invested over at least 7 years). Provide revenue scenarios in a table and justify your projections.

STRATEGIC POSITIONING AND MARKETING

15) Market Study and Marketing (max. 5 pages)

Describe and analyze the target audience, the market and discuss the positioning of the proposed project and its competitive advantages. Also present your marketing and promotion plan for the product, making sure to identify distribution modes and promotional activities. If you plan to self-distribute your product, please describe your plan/strategy.

16) Letters or Agreements with Market Channel Partners, if applicable

If you have market channel partners, submit letters or agreements.

Please be aware that in the event that the project is approved for CMF funding, additional documents will be required in order to proceed to the contracting phase.

Required Documents Nomenclature

Upload each required document according to the following nomenclature:

Required Documents

List of Required Documents

Document	Website URL	Description	Type
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Required Document	Title of document	Description	Type
1) Team Description	Team Description		Cast and Key Personnel
2) Curriculum vitae	CV_ <i>Name of the individual</i>		CV/Filmography/Resume
3) Certificate of Incorporation of the Applicant	Certificate of incorporation_ <i>Name of company</i>		Incorporation documents
4) Directors and Shareholders Form	Directors and shareholders form _ <i>Name of company</i>		Shareholder's information
5) Project Summary	Project summary		Outline/Proposal/Treatment/Synopsis
6) History and Confirmation of Non-convergence	History and confirmation of non-convergence		Chain of title & development history
7) Description of content and form	Description of content and form		Support material
8) Support Material	Support material_ <i>description</i> Or <i>hyperlink to support material</i>	Password: Instructions:	Support material
9) Budget	Budget_ <i>Date</i>		Budget
10) Cash Flow	Cash flow_ <i>Date</i>		Cash flow
11) Financing Commitment Letters or Agreements	Commitment letter_ <i>Name</i> Financing agreement_ <i>Name</i>		Financing agreement
11) Co-Production Agreement, if applicable	Co-production agreement_ <i>Name of co-producer or co-applicant</i>		Co-production agreement
12) Description of the Applicant's Financial Stability	Description of financial stability_ <i>Name of applicant</i>		Financial structure
13) Financial Statements	Financial Statements_ <i>Year</i>		Financial statements
14) Revenue Model Description	Revenue Model		Business plan
15) Market Study and Marketing	Market Study and Marketing		Marketing plan
16) Letters or Agreements with Market Channel Partners, if applicable	Letter_ <i>Name of partner</i> Agreement_ <i>Name of partner</i>		Broadcast or distribution agreement